Broadcasting Nov 5

Reaching over 117,000 readers every week — 60th Year 1990

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Methodology, response rates lead to Arbitron, Birch share differences

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Orion bets on Woolery; Mud flies in syndication; Overseas help for CBS

BUSINESS / 55
Exclusive inside look at King Broadcasting

TECHNOLOGY / 62
New cost estimates; Suddenly, HDTV looks feasible

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Vol. 119 No. 19

EXCLUSIVE INTERVIEW:
TCI's John Malone

20814 MD BETHESDA
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CCNC&ESSVL INFO SRV
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THIS WEEK

27 / THE BEARS HAVE IT

The 1991 economic outlook for television stations may not be bleak but it is cautious. Those who see any gain at all are figuring in single digits, and some are figuring flat. Still in question, however, is the outlook for profits.

29 / THE VIEW FROM CABLE'S OLYMPUS

TCI Chief Executive Officer John Malone—in this state-of-the-business interview—discusses the demise of the cable bill, the likelihood of FCC action on effective competition, a civil antitrust safeguard that could keep the telcos in check, the prospects for Skypix, the phone-service-friendly cable system of tomorrow and the red ink that could soon flow from media companies.

31 / ELECTION COMPETITION

Network news executives will no longer be racing to tabulate results on Election Day, thanks to the debut of pooled research by Voter Research & Surveys. The four-network venture will give CNN its first access to an election exit-polling unit and will likely mean more room for analysis on all four major networks.

Malone talks (page 29)

William S. Paley 1901-1990 (page 35)

32 / BUSTER BUSTED, BUT PPV HAPPY

The heavyweight fight between Evander Holyfield and James Buster Douglas not only left Holyfield champ, but gave the pay-per-view industry a taste of what winning feels like.

35 / END OF AN ERA

CBS Chairman William S. Paley—businessman, showman and bon vivant, whose own high profile and good taste helped create the image of the company he is credited with founding—died Oct. 26 in New York. Under his direction for more than 60 years, CBS became known as "the Tiffany network," whose dominance in TV news and entertainment made CBS the network to beat and Paley its unquestioned master. Although the matter-of-fact trading accorded the news of his death indicated that, from a business perspective, Paley's exit from the company was uneventful (page 38), his historical legacy continues. Said Walter Cronkite: "The pioneer era in the history of broadcasting dies with William Paley."

40 / DOING VIOLENCE TO TV

As it finalized its budget package and rushed toward adjournment, Congress took time to pass legislation aimed at stemming violence in broadcast and cable programing. The bill grants broadcasters and cable programers a three-year exemption from the antitrust laws for the purpose of establishing industry guidelines limiting TV violence.

42 / ANTITRUST VIOLATION?

On Dec. 10 a federal judge in Chicago will begin to hear arguments that the National Basketball Association's new rule limiting the number of NBA games allowed to be telecast via cable superstations violates antitrust law.

43 / MORNING TALK

Orion Television is counting on veteran game show host Chuck Woolery (currently host of *Love Connection*) to crack the tough morning talk show market. A factor yet unknown, however, is how successfully Woolery can make the transition from game show to talk show.

44 / SYNDICATION HARD-BALL

As competition in the syndication business increases, marketing tactics are becoming more aggressive than ever. In some cases this season, say sources, TV syndicators are distributing inaccurate information about the shows of their competitors. Paramount's proposed new talk show for fall 1991, *The Maury Povich Show*, is a prime target.

48 / CBS OVER THERE

With production costs soaring and foreign co-production deals becoming more

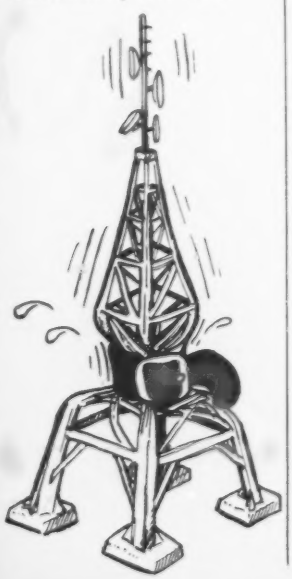
commonplace as a means to offset some of those costs, no one has embraced the partnerships more aggressively than CBS. Struggling with its past efforts to find a solution in the late night time period, CBS said it will fill the 11:30 p.m. to 12:30 p.m. time slot with five action-adventure dramas in checkerboard fashion. All five of the projects are co-production arrangements between U.S. and foreign producers.

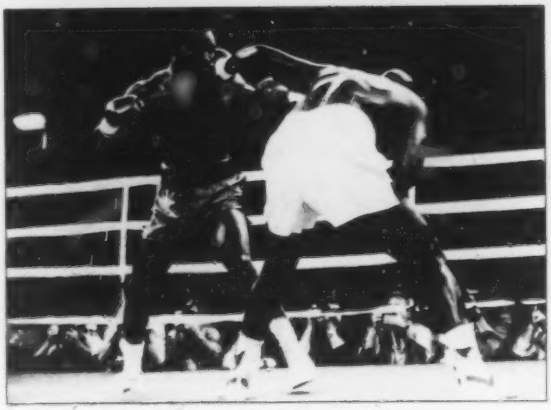
49 / BLAIR EXPANSION

Blair Entertainment is expanding its production and distribution activity beyond syndication. The company has pitched a new reality show to the USA Network and also has a network mini-series in the works.

51 / 'SAME DIFFERENCE'

Comparisons of Arbitron and Birch data indicate that certain formats and stations traditionally fare more favorably in the Arbitron survey than they do in Birch, and vice versa. Tracked over a five-year period, the average differences by format are notable and, except for some survey fluctuations, constant.





Taking up PPV fight (page 32)

53 / WATERLOO?

The FCC is expected to adopt new rules governing changes of broadcast stations' community of license that will probably scuttle the controversial plan of Emerald Broadcasting (owned by broker-broadcaster Tom Gammon) to move its rural Alabama FM some 90 miles to the Atlanta suburb of Sandy Springs, Ga.

53 / DAB SYSTEM PROPOSAL

An inventor claims to have developed a system for transmitting digital audio signals within the current FM band without disrupting the current analog service there.

55 / CLOSE INSPECTION

A previously undisclosed financial statement for King Broadcasting shows operations still improving. Discussions with potential buyers of the Seattle-based group owner and cable MSO are continuing.

58 / ORION GOES EQUITY HUNTING

Disappointing theatrical releases and its growing debt load has prompted Orion Pictures Corp. to retain Salomon Bros. Inc. to help the studio raise equity capital.

62 / SLASHING HDTV'S PRICE TAG

Following release of CBS and Public Broadcasting Service studies on conversion costs, over-the-air HDTV service by mid-1990's appears more feasible than ever. Regulatory questions over the definition of "simulcast" service are beginning to draw increased attention.

68 / REPORT FROM THE FRONT

Fresh from their trip to Eastern Europe, FCC Chairman Alfred Sikes and Janice Obuchowski director of the National Telecommunications and Information Administration, said that America should not expect the emerging democracies of Hungary, Czechoslovakia and Romania to adopt broadcasting systems similar to those found in the U.S. There are, however, still plenty of opportunities for American businesses.

87 / LOOKING FOR VIDEO ADVANCES

Former video artist David Niles, president of Captain, his Paris and New York-based production company, likes the power and realism of HDTV pictures.

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RATINGS ROUNDUP

In the most hotly contested week of the season—three tenths of a rating point separated first from third places—NBC took first place with a 12.5 rating. ABC was second with a 12.4, and CBS was third with a 12.2. All three networks averaged a 21 share. CBS shows captured three of the top five positions for the week. The week's top five were: *60 Minutes* (CBS), *Cheers* (NBC), *Roseanne* (ABC), *Designing Women* (CBS), *Murphy Brown* (CBS).

Week 6 **Oct. 22–Oct. 28**

1st column tells rank, 2nd column tells position compared to last week; ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	21.1/34	C	60 Minutes
2	▲	20.4/32	N	Cheers
3	▲	20.1/31	A	Roseanne
4	▲	19.9/30	C	Designing Women
5	▲	18.6/28	C	Murphy Brown
6	▲	18.5/27	C	Murder, She Wrote
7	▲	18.1/27	A	Amer. Funniest Videos
8		18.0/29	N	Cosby
8	▲	18.0/33	N	Empty Nest
10	▼	17.9/29	N	A Different World
11	▲	17.2/27	A	Doogie Howser, M.D.
12	▲	17.0/27	A	Who's the Boss?
13		16.8/26	N	Matlock
14	▲	16.7/26	A	Coach
15	▲	16.5/26	A	Growing Pains
15		16.5/25	N	Heat Of The Night
17	▲	16.4/31	N	Golden Girls
17	▲	16.4/29	A	Monday Night Football
19	▲	16.2/27	A	Wonder Years
20	▼	16.1/23	A	Amer. Funniest People
21	▲	16.0/25	A	Head Of The Class
22	▲	15.9/26	N	Unsolved Mysteries
23	▲	15.8/29	A	Family Matters
24	▲	15.7/29	A	Full House
24	▲	15.7/24	C	Major Dad
24	▼	15.7/25	F	Simpsons
27	▼	15.6/27	N	L.A. Law
28	▼	15.1/25	N	Grand
29	▲	14.3/27	N	Carol & Company
30	▲	14.0/24	C	Knots Landing
31	■	13.7/24	N	Law And Order
32	▲	13.5/22	A	Married People
33	▲	13.4/22	C	Movie:Archie's Wife
33		13.4/24	N	Hunter
35	▲	13.2/22	N	Movie:Lethal Weapon
36		13.1/20	C	Rescue: 911
37	▼	12.9/20	F	Married...With Children
38	▲	12.8/23	A	Perfect Strangers
38		12.8/24	A	20/20
40		12.6/21	C	Movie:K-9
40	▲	12.6/21	C	Trials Of Rosie O'Neill
42		12.5/20	C	Jake And The Fatman
43	■	12.4/23	C	Over My Dead Body
44	▼	12.3/20	N	Fresh Prince Of Bel Air
44	▼	12.3/20	N	Movie: Extreme Close-Up
46	▲	12.2/20	C	Uncle Buck
47		12.0/17	F	In Living Color Spec.
48		11.7/19	N	Dear John
49		11.5/21	A	Going Places
49	▲	11.5/19	A	Macgyver
51	▲	11.4/23	N	American Dreamer
52	■	11.3/20	C	WIOU
53	▼	11.1/16	F	In Living Color
55	▼	10.8/19	A	Movie: Stakeout
56	▲	10.7/17	C	Flash
57	▲	10.3/17	A	Gabriel's Fire
58	▼	10.2/16	A	Father Dowling
59	▼	10.1/16	N	Ferris Bueller
60	▼	9.9/18	N	Night Court
60	▲	9.9/17	A	Primetime Live
62	▼	9.7/17	A	thirtysomething
63		9.6/15	N	Fanelli Boys
64	■	9.2/15	C	48 Hours
65	▲	8.9/14	C	Doctor, Doctor
66		8.7/16	C	Evening Shade
67		8.6/16	C	Bagdad Cafe
67	▼	8.6/17	N	Working It Out
69	▼	8.5/16	N	Midnight Caller
69		8.5/17	A	Young Riders
71	▲	8.4/15	N	Wings
72	▲	8.1/16	N	Parenthood
72	▲	8.1/16	N	Quantum Leap
74	▲	7.9/13	C	Top Cops
75	▲	7.4/12	F	Babes
75	▼	7.4/14	A	Twin Peaks
77	▲	7.3/13	A	Cop Rock
78	▼	7.1/11	F	Good Grief
79		6.9/13	C	Hogan Family
79	▲	6.9/11	F	Parker Lewis
81		6.5/12	C	One Survived
82		5.9/11	F	Amer. Most Wanted
83		5.8/11	A	China Beach
83		5.8/12	C	Family Man
85	▲	5.7/11	F	Cops
86		5.6/8	N	Larry King
86	▼	5.6/9	F	True Colors
88	▼	5.4/9	F	Beverly Hills, 90210
89	▼	4.8/10	F	Totally Hidden Video
90		4.3/7	N	Lifestories
91	▼	3.9/8	F	Haywire
92	▼	3.5/6	F	American Chronicles
92	▼	3.5/6	F	DEA
94		2.9/5	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 21

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.4	214	93
2	Jeopardy! (King World)	11.2	208	94
3	Star Trek: Next Generation (Paramount)	10.9	234	98
4	Oprah Winfrey (King World)	8.5	219	99
5	Entertainment Tonight (Paramount)	8.2	165	95
6	Cosby Show (Viacom)	7.9	204	98
7	Current Affair (20th Century Fox TV)	7.6	186	94
8	Wheel of Fortune, wknd. (King World)	6.3	169	78
9	Donahue (Multimedia)	5.6	226	96
10	Inside Edition (King World)	5.4	123	80
11	21 Jump Street, syn (Cannell Dist.)	5.2	129	92
12	Star Search (TPE)	5.0	165	95
13	Captain Planet (Turner Prog. Svcs.)	4.6	213	98
13	Super Force (Viacom)	4.6	162	94
13	Talespin (Buena Vista)	4.6	170	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$246,000** □ **4**
FM's □ **$205,000** □ **2**
AM-FM's □ **$4,587** □ **1**
TV's □ **$0** □ **0**
Total □ **$455,587** □ **7**

Year to Date:

AM's □ **$90,500,068** □ **336**
FM's □ **$456,722,626** □ **217**
AM-FM's □ **$344,240,227** □ **193**
TV's □ **$798,841,900** □ **82**
Total □ **$1,690,304,821** □ **728**

For 1989 total see Feb. 5, 1990 BROADCASTING.

KMGC(FM) Dallas ■ Sold by Shamrock Broadcasting to Nationwide Communications Inc. for KWSS(FM) Gilroy, Calif. and $5 million-$10 million cash. Value of KMGC is approximately $16 million. **Seller** is headed by William Clark, and owns radio stations in San Francisco; Detroit; Houston; Atlanta; Seattle; Pittsburgh; Phoenix; Denver, and Kansas City, Mo..; and TV stations in Abilene and Waco, both Texas. **Buyer** is headed by Steve Berger and owns radio stations in Seattle; Las Vegas; Tucson, Ariz.; Sacramento, Calif., Phoenix; Cleveland; Columbus, Ohio; Orlando, Fla.; Baltimore, and Winston-Salem, N.C.; and TV stations in Green Bay, Wisc.; Knoxville, Tenn.; Minneapolis, and Richmond, Va. KMGC has adult contemporary format on 102.9 mhz with 100 kw and antenna 1,570 feet above average terrain (CP to change antenna to 1,348 feet). KWSS has CHR format on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain. *Brokers: Blackburn & Co. and Kalil & Co.*

WASK-AM-FM Lafayette, Ind. ■ Sold by Lafayette Broadcasting to Schurz Communications Inc. for $8.5 million. Deal in 1983 ("Changing Hands" March 28, 1983) for $2.4 million fell through. **Seller** is headed by Hal Youart, and is subsidiary of Duchossois Communications Co, licensee of KDSM-TV Des Moines, Iowa; KGYK(AM) and KKLD(FM) Tucson, Ariz., KQPT(FM) Sacramento, Calif., and WHFS(FM) Annapolis, Md. **Buyer** is headed by Franklin Schurz Jr., and is licensee of WSBT-TV, WSBT(AM) and WNSN(FM), all South Bend, Ind.; WDBJ(TV) Roanoke, Va.; WAGT(TV) Augusta, Ga., and KYTV(TV) Springfield, Mo. WASK(AM) is fulltimer with adult contemporary format on 1450 khz with 1 kw. WASK-FM has modern country format on 105.3 mhz with 50 kw and antenna 375 feet above average terrain.

WXRA(AM)-WEGZ(FM) North Syracuse, N.Y. ■ Sold by Lorenze Broadcasting to Syracuse Broadcasting for $1.25 million in asset sale. **Seller** is headed by Frank Lorenz, who also owns WBLK(FM) Depew, N.Y. **Buyer** is headed by Larry Levite, who also owns WBEN(AM) and WMJQ(FM) Buffalo, N.Y. WXRA is fulltimer with Beautiful Music format on 1220 khz with 1 kw. WEGZ has AOR format on 100.9 mhz with 3 kw and antenna 165 feet above average terrain.

WGGA(AM) Gainesville-WGGA-FM Cleveland, both Georgia ■ Sold by WGGA of Gainesville Inc. and Communications Marketing Service Inc. to Advantage Media Inc. for $1.225 million. Price includes $100,000 cash at closing, with remaining balance assumption of debt to be financed by seller. Sale of AM for $750,000 in July 1983 ("Changing Hands" July 4, 1983) fell through. **Seller** is headed by Terry W. Barnhardt and has no other broadcast interests. **Buyer** is headed by C. B. Rogers and has no other broadcast interests. WGGA(AM) is fulltimer with adult contemporary and oldies format on 1240 khz with 1 kw. WGGA-FM has adult contemporary format on 101.9 mhz with 3.2 kw and antenna 500 feet.

KOLT-FM Santa Fe, N.M. ■ Sold by Mesa Grande Broadcasting Co. to Clairmor Broadcasting Inc. for $1 million. Deal for KOLT (formerly KNMQ) in August 1988 for $1.55 million ("Changing Hands" Sept. 12, 1988) fell through. **Seller** is headed by James M. Ellis, Melvin P. Hemmer and Jack Kelly, and also owns KQMQ-AM-FM Honolulu. **Buyer** is headed by Braiker Family Trust; Morton and Claire Braiker are beneficiaries and have no other broadcast interests. KOLT has CHR format on 105.9 mhz with 100 kw and antenna 1,936 feet above average terrain. *Broker: Kalil & Co.*

KOZT(FM) Fort Bragg, Calif. ■ Sold by Keffco Inc. to Thomas Yates for $350,000. Price includes $50,000 cash at closing and balance to be financed by seller. Station was acquired in April 1988 with KWFN(AM)-KVRE(FM) Santa Rosa and KWTR(AM)-KXBX(FM) Lakeport, all California, and KZAM-AM-FM Eugene, Ore., for $5.4 million ("Changing Hands" April 11, 1988). **Seller** is headed by James Kefford and also has interest in KRRS(AM)-KXFX(FM) Santa Rosa, Calif. **Buyer** has no other broadcast interests. KOZT has adult contemporary format on 95.3 mhz with 1.23 kw and antenna 464 feet. *Broker: Brett Millar, Millar Co.*

SATELLITE

SATELLITE BUILDERS AND LAUNCHERS LEAD CONTINUED U.S. COMMERCIAL SPACE GROWTH

Projecting $2.8 billion to $3.6 billion increase in overall revenue, Commerce Department sees transponder lease, equipment manufacture income growing

Burgeoning international competition will not stop U.S. manufacturers and providers of space-related goods and services from earning higher profits this year, according to a Department of Commerce study issued late last month. Leading the way in expanding existing businesses related to satellite communications will be U.S. commercial satellite builders, who are expected to reap more than $1 billion in 1990 nongovernment sales, almost twice their income two years ago.

Commercial satellite launch providers and new mobile satellite services, both reporting no revenues two years ago, will earn hundreds of millions of dollars this year. Satellite operators, earth station manufacturers and remote sensing services will also enlarge their incomes significantly.

Overall, commercial space industry revenue is expected to increase by more than $800 million, nearly $2.8 billion in 1989 to $3.6 billion in 1990. Approximately $500 million of the increase is to come from the satellite construction and launch providers.

Undertaken by the Office of Business Analysis, Economic and Statistics Administration at the behest of the Office of Space Commerce, the 42-page report, including 20 charts and tables of statistics, estimates that in 1990 the U.S. commercial launch industry will experience a 400% increase in sales, from $159 million in 1989, to $610 million in 1990, making it "the fastest growing sector of the commercial space" industries, despite "the fiercest" competition from the 11-nation Arianespace group and speedy development of launch industries in China and Japan.

Launchers of medium and large communications satellites, including McDonnell Douglas, General Dynamics and Martin Marietta, will bring in the lion's share of the $610 million, although builders of small expendable launch vehicles are expected to earn $32 million—$10 million of that from commercial clients. Launch insurance rates for communications satellites, which had been declining before the loss of two insured Japanese birds aboard an Ariane rocket in February, have leveled off at 16%-20% of payload value.

Revenue figures for the launch industry include government space expenditures for commercial launch services, and the report notes the influence of the 1984 Commercial Space Launch Act and Land Remote Sensing Commercialization Act, as well as an important 1989 directive from President George Bush that "governmental space sectors shall purchase commercially available space goods and services to the fullest extent feasible."

Satellite manufacturers are to deliver 10 birds in 1990, all for export and valued at $1 billion. And from 1991 through 1993, they are to deliver 57% of the 51 satellites on order for delivery worldwide. France follows with 17% of the prime contracts, the United Kingdom with 10%, during that three-year period.

Calling ground station equipment manufacturer "the fastest growing satellite-related industry," the Office of Space Commerce said it expects earth station sales to increase from $600 million in 1988, and $750 million in 1989, to $850 million in 1990.

With broadcast and cable networks generating nearly 60% of business, domestic U.S. satellite operators will see approximately $800 million in revenue in 1990 from the lease of 482 transponders aboard 17 communications birds—up from $750 million on 520 transponders in 1989.

More than 230 private satellite networks deploying approximately 50,000 earth stations now comprise the "largest market for ground station equipment," said the report, which projected increased revenue for manufacturers of ground segment equipment: from $750 million in 1989 to $850 million in 1990. —PBL

U.S. COMMERCIAL SPACE SECTOR REVENUES

Revenue (in millions of dollars) from sales of space-related goods and services to U.S. private industry and export markets; includes only government space expenditures for commercial launch services. 1990 figures are projections.

	1988	*1989*	*1990*
Commercial Satellites	$550	$900	$1,050
Transponder Leasing	600	750	800
Earth Stations	600	750	850
Commercial Launches	0	150	610
Remote Sensing	90	115	140
Mobile Satellite Services	0	100	165
Total	$1,840	$2,765	$3,615

Notes: Revenues are estimated by Department of Commerce and Department of Transportation analysts from industry sources and are available in the "U.S. Industrial Outlook," a Commerce publication. **Sources:** Commercial Satellites: Dept. of Commerce, Office of Space Commerce. Commercial Launches: Department of Transportation, Office of Commercial Space Transportation. Earth Stations: Department of Commerce, Office of Telecommunications. Transponder Leasing: Department of Commerce, Office of Telecommunications. Remote Sensing: Department of Commerce, Office of Space Commerce. Mobile Services: Company officials, Gartner Group. Reproduced from U.S. Department of Commerce, Office of Space Commerce Economics and Statistics Administration publication, "Space Business Indicators," June 1990.

Rockmart, GA, and is president and 51% stockholder of Thomasville Radio Inc., licensee of WLOR-AM-FM Thomasville, GA. Action Oct. 12.

■ **WBIT(AM)-WDDQ(FM) Adel, GA** (AM: BAL-900830EG; 1470 khz; 1 kw-D, 350 w-N; FM: BALH900830EH; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from D.R.R. Broadcasting Inc. to Williams Investment Co. for $164,148.13. Seller is headed by R.A. Acree and has no other broadcast interests. Buyer is headed by John L. Williams, James Michael Williams, John Richard Williams, Robert Steven Williams and Debra McNeal, and has no other broadcast interests. Action Oct. 16.

■ **WXGL(AM) Lewiston, ME** (BAL900313EE; 1240 khz; 1 kw)—Granted app. of assignment of license from Airborne Broadcasting Co. to Christian Family Radio Inc. for $75,000. Seller is headed by David O. Dulac and John J. Pineau and has interest in Sunspot Broadcasting Co., licensee of WKIT-AM-FM Brewer, ME. Buyer is headed by Richard D. Gleason, who is majority owner of WTME(AM) Auburn, WOXO(FM) Norway, and WKTQ(AM) South Paris, all Maine. Action Oct. 16.

■ **KREL(AM) Henderson, NV** (BAL900530EA; 1280 khz; 5 kw-D)—Granted app. of assignment of license from KREL Inc. to S&R Broadcasting Inc. for $600,000. Seller is headed by Douglass R. and Jane Price, husband and wife. Buyer is headed by Paul R. Ruttan, Scott Gentry, James L. Garnett, Eddie Escobedo, Camilo Corral and Antonio Carranza. Scott Gentry is director of Bountiful Broadcasting Inc. ("BBI"), licensee of KLVV-FM Bountiful, UT. BBI is wholly headed subsidiary of D&B Broadcasting Co., licensee of KTKK(AM) Sandy, UT. Paul Ruttan is operation manager of KREL(AM) Henderson, NV. Action Oct. 16.

■ **KQEO(AM)-KMGA(FM) Albuquerque, NM** (AM: BAL900412EA; 920 khz; 1 kw-D, 500 w-N; FM: BALH900412EB; 99.5 mhz; 19.5 kw; ant. 4,134 ft.)—Granted app. of assignment of license from PCC of New Mexico Inc. to C.T. Robinson, William C. Moyes, Nicholas J. Verbitsky and Robert W. Clark for $750,000. Seller is headed by Richard K. Penn, William H. Leighner and Morgan Penn and its parent company, Penn Communications Corp., is parent of PCC of Colorado Inc., licensee of KVOR(AM)-KSPZ(FM) Colarado Springs, CO. Buyers have no other broadcast interests. Action Oct. 17.

■ **WGLI(AM) Babylon, NY** (BTC900705EG; 1290 khz; 250W-U)—Granted app. of assignment of license from Spanish Radio Network to SRN Texas Inc. for no financial considerations (see WQBA-AM-FM Miami, FL). Seller is headed by McHenry T. Tichenor. Buyer is headed by Tichenor, David D. Lykes, Ricardo A. Del Castillo. Action Oct. 16.

■ **WADO(AM) New York, NY** (BTC900621EG; 1280 khz; 5 kw-U)—Granted app. of assignment of license from Spanish Radio Network to SRN Texas Inc. for no financial considerations. Seller is headed by McHenry T. Tichenor. Buyer is headed by McHenry T. Tichen, David D. Lykes, Ricardo A. Del Castillo, and has interest in Spanish Radio Network, licensee of WQBA-AM-FM Miami, FL, and WGLI(AM) Babylon, NY. Tichenor Media Systems Inc., licensee of KGBT(AM)-KIWW(FM) Harlingen, KCOR(AM) San Antonio, KLAT(AM) Houston and KBNA-AM-FM El Paso, all Texas, and WIND(AM) Chicago and WOJO-FM Evanston, both Illinois. Action Oct. 16.

■ **WJQZ(FM) Wellsville, NY** (BALH900827GR; 93.5 mhz; 1.45 kw; ant. 466 ft.)—Granted app. of assignment of license from Scenic Sounds Inc. to Erin Communications Inc. for $400,000. ("Changing Hands," Sept. 10). Seller is headed by Terry C. Swift, Michael T. Baldwin and Louis Mason. Buyer is headed by John R. and Elaine A. Murphy, husband and wife, and Joseph A. and Anne A. Shambo, husband and wife, and has no other broadcast interests. Action Oct. 16.

■ **WKEG(AM) Washington, PA** (BAL900802EG; 1110 khz; 1 kw-D)—Granted app. of assignment of license from William H. Ferguson to JJG Communications for $100,000. Seller has no other broadcast interests. Buyer is headed by John G. Brodak, John A. Stets, Gene Lee, Karl Baily and John E. Looper, and has no other broadcast interests. Action Oct. 15.

■ **WORA(AM) Mayaguez, PR** (BTC900829ED; 760 khz; 5 kw-U)—Granted app. of assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. and to Alfred R. De Arellano III for $900,000 (sale includes WQBS[AM] San Juan and WPRP[AM] Ponce, both Puerto Rico). Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Action Oct. 18.

■ **WPRP(AM) Ponce, PR** (BTC900829EE; 910 khz; 5 kw-U)—Seeks assignment of license from Glorycap Investment Fund Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $900,000 (sale includes WORA[AM] Mayaguez and WQBS[AM] San Juan, both Puerto Rico). Seller is headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively (see WQBS[AM] San Juan, PR). Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Action Oct. 18.

■ **WQBS(AM) San Juan, PR** (BTC900829EC; 630 khz; 5 kw-U)—Granted app. of assignment of license from Glorycap Investment Inc. and Josycap Investment Fund Inc. to Alfred R. De Arellano III for $900,000 (sale includes WORA[AM] Mayaguez and WPRP[AM] Ponce, both Puerto Rico). Sellers are headed by Gloria M.R. De Arellano and Josefina Z.R. De Arellano, respectively, and has interest in Estereotempo Inc., licensee of WIOA(FM) San Juan; WIOB(FM) Mayaguez and WIOC(FM) Ponce, all Puerto Rico; Radio Americas Corp., licensee of WQBS(AM) San Juan; WORA(AM) Mayaguez and WPRP(AM) Ponce, all Puerto Rico. Gloria M.R. De Arellano and Josefina Z.R. De Arellano are sisters of Alfred De Arellano III, all are children of Alfredo R. and Esther R. De Arellano Jr., who own all issued and outstanding stock of Telecino Inc., licensee of WORA-TV Mayaguez, PR. Buyer has interest in Estereotempo Inc. and Radio Americas Corp. Action Oct. 18.

■ **WLOW(FM) Bluffton, SC** (BTCH900822GK; 106.9 mhz; 50 kw; ant. 492 ft.)—Granted app. of assignment of license from DHA Broadcasting Inc. to W. Lee Simmons for $100,000. Seller is headed by Dorothy Aranda and W. Lee Simmons and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 16.

■ **KAMV-FM Victoria, TX** (BAPH900618HH; 92.3 mhz; 3 kw; ant. 298 ft.)—Granted app. of assignment

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.